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Retirement

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By Rob Burgess
Reporter

CFPs aren't happy with new CFP Board ads promoting the financial advisor profession.

The ads show young people in various states of leisure — enjoying a bubble bath, relaxing on a massage table, chilling on a hammock. (One video ad was mysteriously deleted then re-uploaded on YouTube. Don't worry; I updated the story.)

But the ads aren't targeted at CFPs, a board chair explained; they're intended to attract students. What do you think of the ads?

I hope you'll check it out, along with the rest of this week's stories.

As always, thank you for reading. Talk to you next Wednesday!

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